



**BW**  
BUSINESS WORLD®

*Apply Today!*

# 2010 WISCONSIN BUSINESS WORLD®

## STUDENT APPLICATION

### *3 PROGRAMS TO CHOOSE FROM*

June 20-23, 2010  
St. Norbert College,  
De Pere

June 27-30, 2010  
Edgewood College,  
Madison

July 18-21, 2010  
UW-La Crosse,  
La Crosse



*Real World Experience. Life-Changing Results.*



# WISCONSIN BUSINESS WORLD® BASICS

## WHAT IS BW?

A unique and challenging program designed for high school students, BW furnishes a perfect opportunity for eager students like yourself to learn about the ins and outs of business. Your generation faces a fast-paced, business-oriented world filled with endless changes and challenges. With practical tools and suitable knowledge, countless doors can open for you. For more than a quarter century, BW has taught students what it takes to make our private enterprise system work.

## WHAT WILL YOU DO AT BW?

By acting as an executive management team and running your own business, you and your peers will learn about our free enterprise system. With the task of turning an "imaginary company" into a financial success, you will determine selling prices, marketing costs, budgets for production, research and development, financing and stock offerings. You will develop your own marketing strategies and design an advertising campaign. In essence you will make all of the decisions that are demanded of real life company executives.

## LIVE ON CAMPUS!

BW takes place on three college campuses around Wisconsin. Choose the week that works best for you!

### June 20-23

St. Norbert College, De Pere

### June 27-30

Edgewood College, Madison

### July 18-21

UW-La Crosse, La Crosse

## ALL WORK AND NO PLAY???

No way!!! BW provides you with a chance like no other to experience what it is like to live on a college campus. You will connect with students from all across Wisconsin and create friendships that will last a lifetime. Leisurely activities, such as the volleyball tournament, will give you a chance to relax and enjoy yourself.

## HOW DO I APPLY?

Complete the attached application, and mail it to BW to secure your seat today! Seats are filled on a first come, first served basis. 350 students will be accepted. Guaranteed enrollment if received by April 15, 2010.

## WHO ATTENDS BW?

Students completing grades 9-12 during the 2009-2010 school year from any school may attend. If you possess a willingness to be actively involved with new ideas and people, what are you waiting for?

## HOW MUCH DOES IT COST?

When you are accepted to attend BW 2010, you must submit a non-refundable \$125 registration fee. The cost increases to \$175 after April 15, 2010. The actual cost of your meals, on-campus housing and program materials is much more than \$125, but thanks to BW donors we are able to give each student a sponsorship from a Wisconsin business or community organization.\* You will be given the name of your business sponsor at camp, and will get the chance to write them a letter thanking them for their support. Additional financial aid is available if needed, but is limited. Please contact BW for more information.

*\*For those that are able, if you would like to cover the entire cost of participation, freeing up sponsorships for other students, the cost is \$500.*

## I'VE SENT IN MY APPLICATION, WHAT'S NEXT?

After review of your application, you will be notified of your acceptance status. If accepted, you will receive a medical form and a code of conduct form. Both must be completed and returned along with your non-refundable registration fee. Receipt of these forms and the registration fee confirm your attendance at BW.

Additionally, you will receive program information about the week, including information about campus life, what to bring, directions, a map and information regarding campus parking.

## QUESTIONS?

Wisconsin Business World  
PO Box 352  
Madison, WI 53701

Phone: 888-276-7953 ext. 2

Fax: 608-258-3413

Email: [steve@wibusinessworld.org](mailto:steve@wibusinessworld.org)

Website: [www.wibusinessworld.org](http://www.wibusinessworld.org)

Check out Wisconsin Business World on Facebook.

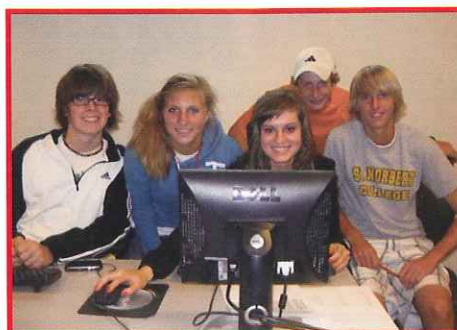
*Business World is a division of the WMC Foundation, Inc., which is dedicated to a better Wisconsin by providing information on the state and its economy, promoting the value of the free enterprise system, and advancing efforts that ensure a high quality of life for our citizens.*

## Real World Experience.

## Life-Changing Results.

### Apply Today!

Guaranteed enrollment before the April 15 early bird deadline.





# 2010 STUDENT APPLICATION

Please return completed registration form by April 15, 2010 for guaranteed enrollment. This form may be copied.

## SESSION DATES *(Pick one only.)*

☐ **June 20-23, 2010**

St. Norbert College, De Pere

☐ **June 27-30, 2010**

Edgewood College, Madison

☐ **July 18-21, 2010**

UW-La Crosse, La Crosse

## TO BE COMPLETED BY STUDENT *(Please type or print legibly.)*

Name: \_\_\_\_\_

☐ Female ☐ Male

Date of Birth: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

High School: \_\_\_\_\_

County: \_\_\_\_\_

Academic Year Completed in June 2010: ☐ Freshman ☐ Sophomore ☐ Junior

I heard about BW from: \_\_\_\_\_

Do you want to choose a roommate who is interested in attending BW? ☐ Yes ☐ No

If yes, I request to share a room with: \_\_\_\_\_

Name: \_\_\_\_\_

School: \_\_\_\_\_

*Send Completed  
Application to:*

**Wisconsin Business World®**

PO Box 352

Madison, WI 53701-0352

**-OR-**

**Fax:** (608) 258-3413

For more information,

**Phone:**

(888) 276-7953 ext. 2

**Website:**

[www.wibusinessworld.org](http://www.wibusinessworld.org)

**Email:**

[steve@wibusinessworld.org](mailto:steve@wibusinessworld.org)

## TEACHER SIGNATURE

I understand that BW is a fast-paced, engaging program. My signature below indicates that I believe this student is a good representative of our school and community, has shown a sincere interest in BW, and will be an active participant at BW.

Signature of Teacher or School Official \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

## STUDENT AND PARENT SIGNATURES

I understand that BW is a fast-paced, engaging program. I understand that if I am accepted to the program, I will submit a non-refundable \$125 registration fee (\$175 if I apply after the priority deadline of April 15, 2010).

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

Parent/Guardian Signature \_\_\_\_\_ Date \_\_\_\_\_



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